



Photo: Noah Berger, MTC

October 2024

Bay Area Transit Transformation Action Plan

The Metropolitan Transportation Commission (MTC), Bay Area transit agencies, state elected officials and advocates developed the *Bay Area Transit Transformation Action Plan* (Transformation Action Plan) in 2021 to reshape the Bay Area’s transit system into a more connected, more efficient and more customer-focused network across the entire region.

Using the Transformation Action Plan as its roadmap, MTC and Bay Area transit agencies are focused on five areas — fares and payment, customer information, transit network, accessibility, and funding — to improve the Bay Area’s transit network for existing and future riders. Learn more about the latest developments in each of these areas in the fact sheets that follow.

Transformational Outcomes Identified in the Transformation Action Plan










Fares and Payment	Customer Information	Transit Network	Accessibility	Funding
<p>Simpler, consistent, and equitable fare and payment options.</p>  	<p>Make transit easier to navigate and more convenient.</p> 	<p>Transit services managed as a unified, efficient, and reliable network.</p>  	<p>Transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently.</p>  	<p>Use existing resources more efficiently and secure new, dedicated revenue to meet funding needs.</p>  



Photo: Karl Nielsen, MTC



Photo: Noah Berger, MTC



Photo: Karl Nielsen

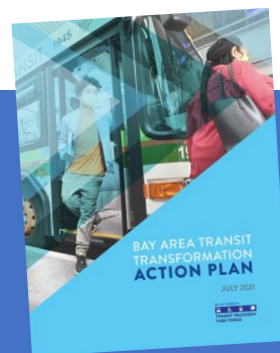
Project Highlights for 2024

- ▶ MTC in May approved **\$18.3 million in funding for eight near-term transit priority projects in San Jose, San Francisco, Redwood City and the East Bay.** These investments will be used to reduce transit travel times and improve transit reliability for bus and light-rail service at problem "hotspot" locations.
- ▶ MTC and Bay Area transit agencies in January **expanded the Clipper® START pilot program — which provides transit-fare discounts for lower-income adults ages 19 to 64 —** to include a uniform 50% discount for rides on all systems that accept Clipper for fare payment.
- ▶ Seven employers currently are participating in Phase 2 of the **Clipper® BayPass pilot program, which provides some 31,000 workers with free and unlimited access to all bus, rail and ferry services in the Bay Area.** The program's purpose is to study the impact of a single pass that can be used for unlimited access to all Bay Area transit and learn how it might grow ridership.

- ▶ **New transit maps and signs —** designed to help make transit journeys easier to understand for both existing and new riders by delivering information that is clear, predictable and consistent across service areas and county lines — were unveiled in September and will be tested at two transit hubs later this fall. The goal is to develop a common set of signs and maps that will be used across all transit locations, from individual bus stops to major hubs where multiple systems connect.

Review the
Transit
Transformation
Action Plan:

mtc.ca.gov/TransitActionPlan



For more information, contact:

- ▶ Melanie Choy, Director
Regional Network Management
mchoy@bayareametro.gov
- ▶ Rebecca Long, Director
Legislation and Public Affairs
rlong@bayareametro.gov